

In the Matter Of:

Application of Gentle Giant Moving Company (NC), LLC

Lisa Satterfield

May 31, 2018



A. William Roberts, Jr. & Associates

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PUBLIC SERVICE COMMISSION OF SOUTH CAROLINA

STANDING HEARING OFFICER DIRECTIVE

DOCKET NO. 2018-122-T

ORDER NO. 2018-56H

IN RE:

APPLICATION OF GENTLE GIANT
 MOVING COMPANY (NC), LLC
 FOR A CLASS E (HOUSEHOLD GOODS)
 CERTIFICATE OF PUBLIC
 CONVENIENCE AND NECESSITY FOR
 OPERATION OF MOTOR VEHICLE CARRIER

TELEPHONE

DEPOSITION OF: LISA SATTERFIELD

DATE: May 31, 2018

TIME: 10:00 A.M.

LOCATION: Law Offices of Adams & Reese
 1501 Main Street, 5th Floor
 Columbia, SC

TAKEN BY: Counsel for the Applicant

REPORTED BY: Wanda K. Cecil
 Certified Court Reporter

A. WILLIAM ROBERTS, JR. & ASSOCIATES

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18
19
20
21
22
23
24
25 (INDEX AT REAR OF TRANSCRIPT)

1 LISA SATTERFIELD,
2 being first duly sworn, testified as follows:

3 MS. TATE: Great. So just a few
4 housekeeping items before we get into the questions.
5 This is a shipper witness deposition in Document
6 Number 2018-122-T. The authority to conduct this
7 deposition was granted by Commission Order 2018-56H.
8 This is the application of Gentle Giant Moving
9 Company (NC), LLC for a Class E (Household Goods)
10 Certificate of Public Convenience and Necessity for
11 Operation of Motor Vehicle Carrier.

12 My name is Justine Tate. I'm the
13 attorney the applicant, Gentle Giant Moving Company
14 (NC), LLC.

15 Lessie, would you like to introduce
16 yourself?

17 MS. HAMMOND: Hi, yes. This is Lessie
18 Hammonds from the South Carolina Office of
19 Regulatory Staff. My name is spelled L-e-s-s-i-e
20 H-a-m-m-o-n-d-s. Thank you.

21 EXAMINATION

22 BY MS. TATE:

23 Q. Great. And Lisa, I'm going to ask you a
24 series of questions; but before I get started just
25 one more housekeeping item. The South Carolina

1 Rules of Civil Procedure require me to advise you
2 that, if I ask you a question that you don't
3 understand, feel free to stop me and ask me to
4 clarify or repeat it. Is that fair?

5 A. Yes.

6 Q. Okay. Great. Ms. Satterfield, can you
7 please state your name and business address for the
8 record?

9 A. Lisa Satterfield, S-a-t-t-e-r-f-i-e-l-d.
10 And I'm with Keller Williams at 3430 Toringdon,
11 T-o-r-i-n-g-d-o-n, Way, Suite 200, Charlotte, North
12 Carolina 28277.

13 Q. Okay. And have you testified before the
14 Public Service Commission before?

15 A. I have not.

16 Q. And you said you are employed with
17 Keller Williams. In what capacity are you employed
18 with them?

19 A. I'm a realtor broker, so an independent
20 contractor under their umbrella.

21 Q. Okay. And can you explain a little bit
22 how you're licensed with them?

23 A. Yes. So I'm licensed in both the state
24 of North and South Carolina and we hang our license
25 under a broker-in-charge in order to do business. I

5

1 am a broker-in-charge as well, but I choose to still
2 be associated with a firm. And so I hang my license
3 underneath of the Keller Williams umbrella and do
4 business using their -- the ability to market with
5 them, co-market, and get a different type of
6 standing with that marketing.

7 Q. Okay. Can you --

8 A. But I am a 1099 sole proprietor.

9 Q. Okay. Can you describe a little bit
10 about what you do for a living from day to day?

11 A. Yes. My primary job, I'm a team lead.
12 I have four people on my team. I am the primary
13 listing specialist, so along with managing the two
14 buyers' agents on my team, I also -- you know, I
15 manage the team, plus I do all the listings. So my
16 day-to-day activities is relationship building,
17 going on appointments to earn business for listings
18 and then winning those and then taking it through
19 the process through closing.

20 Q. And how long have you been doing this?

21 A. This is my 14th year.

22 Q. Of being both a realtor and a
23 broker-in-charge?

24 A. Broker-in-charge, I've only been doing
25 that for -- within the past five years, maybe four

6

1 years ago; but I've been a broker in the states for
2 the 14 years.

3 Q. Okay. And about how many people does
4 Keller Williams employ in your area?

5 A. We have over 500 -- 500 in our office.
6 Over 500 in our office and there's probably six or
7 seven Keller Williams offices in the area.

8 Q. Okay. And would you say that, over the
9 past 14 years that you've been doing this, has your
10 business grown?

11 A. Oh, expeditiously. Yes.

12 Q. Can you tell me a little bit about that?

13 A. Yes. So, you know, I'm situated -- I
14 personally live in Fort Mill, South Carolina and,
15 you know, which is a hot bed of activity. And we
16 list and market and work off of referrals only.
17 First year in the business was about five and a half
18 million dollars of production. The last three years
19 have been 25 million dollars in production. So we
20 ramped up at a steady time. The market came down
21 not long after I got in the business and then it's
22 been rebuilding after that, even though we did not
23 take near the hit in the downtime as a lot of people
24 did.

25 Q. Okay. And you mentioned that you live

7

1 in Fort Mill and I think you testified a few
2 questions ago that you were located in Charlotte.
3 Do you cover both areas?

4 A. I do. I am licensed in both states, but
5 I -- you know, I stay within probably a 50-mile
6 radius of my home is the area that I would service.

7 Q. Okay. And in the course of your
8 business, do you encounter people who are moving?

9 A. Daily.

10 Q. And is there such a thing as a moving
11 season?

12 A. There used to be a more designated
13 moving season; but in the past five to eight years,
14 that's really been eradicated by the growth in our
15 area. So we're seeing as much activity in October,
16 November as we'll see sometimes in April or May. So
17 it used to be a much more defined season of April to
18 August; but that has almost become history where
19 we'll close sometimes, like I said, as much in the
20 fall as we will in the spring. So I think that that
21 defined time frame is changing.

22 Q. Okay. In the course of your business,
23 do you have an idea where people are moving?

24 A. They're moving towards our area. There
25 was just an article -- and when I say our area, I'm

8

1 referring to Fort Mill, South Carolina. There was
2 an article about Fort Mill is the fastest growing
3 city of at least 25,000 people in the nation. So we
4 have people moving from all other areas of South
5 Carolina, as well as all over the country; but we're
6 seeing people come.

7 I'm doing a lot of people that are
8 moving in from, you know, other areas in South
9 Carolina and they're all coming up towards Fort Mill
10 because we -- they're giving a lot of tax incentives
11 to businesses, so we've got a lot of businesses that
12 are moving to the area and then the growth of the
13 people is following.

14 Q. And that was going to be my next
15 question. Why do you think they're moving? I know
16 you mentioned tax incentives to businesses. Do you
17 have any idea of any other reasons why they're
18 moving to Fort Mill?

19 A. The low taxes, the schools. And this
20 would go for -- when I say Fort Mill, just for the
21 record, I'm -- Fort Mill, anything York County,
22 which would include Rock Hill. So it's -- you know,
23 I mean, it's more specific. Fort Mill is the one
24 that had the largest growth; but when I do speak, I
25 want to just make sure that I'm speaking about the

9
1 general vicinity down here, too. Because, you know,
2 Rock Hill is growing leaps and bounds as well, so --
3 but we've got low taxes. We've got award winning --
4 nationally award winning schools. And proximity to
5 a major city is just the perfect hot bed for the
6 growth that we're seeing here.

7 Q. Okay. And you mentioned Rock Hill is
8 growing exponentially as well. Can you tell me a
9 little bit more about that?

10 A. Well, Rock Hill is -- you know, has a
11 downtown area that is revitalized as far as
12 businesses. They actually have gone in and are
13 making that a destination point for the Downtown
14 Rock Hill area. It's got malls. It's got movie
15 theaters, so situated where Fort Mill is between
16 Rock Hill and Charlotte. I'm finding personally and
17 with people that I know, as many people are
18 utilizing the services and going down to Rock Hill,
19 where we used to only have the option of going into
20 Charlotte. So Rock Hill is poised and positioned
21 right now to just explode because they're putting in
22 place some things to turn it from a sleepy, old
23 Southern town into a city to be reckoned with
24 outside of Charlotte.

25 Q. And can you provide some specific

10

1 examples of intrastate moves that you're aware of?
2 For example, Greenville to Rock Hill or Charleston
3 to Fort Mill.

4 A. Right. I have -- I have more experience
5 with people because I do the listing side of --
6 well, I've had people -- I've had people sell here
7 and move to Duncan, South Carolina, to the
8 Spartanburg/Greenville area. Often, you know,
9 people find that's another growing area of the
10 State. And then because we have the beach and
11 retirement area, we have people moving to
12 Charleston, Myrtle Beach, the coastal areas often as
13 they retire and age out of wanting to be up here in
14 the city with all the hubbub.

15 So I have -- over the course of the
16 years, I have many people that are leaving this area
17 and heading either on -- either they're getting
18 relocated and going to that Greenville, Spartanburg,
19 Duncan, Easley area or they're moving on further and
20 going straight to their retirement down at the
21 coast.

22 Now, we have people moving in. My
23 buyers' agents are working with people moving in
24 from those same areas, not as much from the coast,
25 but from different areas more inland, Florence,

11

1 Columbia, as job opportunities open up or their
2 companies actually are moving their businesses up
3 closer to Charlotte to provide a different quality
4 of life for their employees, to be closer to a major
5 city.

6 Q. Okay. Now, I'm going to ask you a few
7 questions about the household goods market. In the
8 course of your business, do you encounter household
9 good movers who do intrastate moves?

10 A. Intrastate? That's within. Yes. I had
11 to think and make sure I'm answering you correctly.
12 So, yes. There have been opportunities to encounter
13 companies that do provide that service. Yes.

14 Q. Okay. And tell me about what you know
15 about South Carolina household goods movers and the
16 household goods moving business in general.

17 A. Very little to nothing.

18 Q. Okay.

19 A. Only because I -- I only need to call
20 and, you know, bring two parties together, to
21 coordinate, and then I kind of step out. So the
22 day-to-day working activities of that business, I am
23 not fully aware of.

24 Q. Okay. Do you have any firsthand
25 knowledge of whether intrastate moving services are

12

1 available?

2 A. If they are or specifically which ones?
3 Are you asking if they're available?

4 Q. If they're available in general.

5 A. I know that they are available in
6 general.

7 Q. Okay. And do you have any idea of the
8 present demand for these services in your area?

9 A. Well, I find that to be -- you know, I
10 can only equate it back with my general knowledge to
11 supply and demand. When I go looking for people
12 that want to make a small move -- it's easier for me
13 to find somebody to move my client from here to
14 Montana sometimes than it is from here to Columbia.
15 It's like a supply and demand. I get told a lot of
16 times that, you know, when I'll call up.

17 Sometimes I'm calling off -- it's like
18 Angie's List. Sometimes I'm calling off the people
19 that I have stored in my phone. But I'm met with a
20 lot of times that they have the ability to do it,
21 but that they are not staffed to do it often. And
22 so I'll call other people and they don't provide
23 that service to do it intrastate. They can get my
24 people, again, to Montana. They can't get them
25 inside of South Carolina. So I find it to be

13
1 problematic and I can only sit back and surmise that
2 it has to do with supply and demand. There's not
3 being enough companies that do provide that service
4 with the uptick in the need.

5 Q. Okay. So it sounds like, based on what
6 you're saying, that there's a present need for
7 additional intrastate moving services; is that
8 accurate?

9 A. Yes. That's what I -- that's what I can
10 determine from that. What I run into, yes.

11 Q. So do you think that your market can
12 support another household goods carrier with
13 statewide authority?

14 A. Absolutely.

15 Q. Okay. And what do you think, other than
16 what you've already said on the record, supports
17 that?

18 A. Well -- other than what I've already
19 said?

20 Q. Yes.

21 A. I don't know that I have a lot more to
22 add to that. I just know, like I said, I can pick
23 up the phone when my clients need referrals and, you
24 know, I usually try to be front and center on those
25 referrals. I don't just pass along a name. I

1 actually will make the call and to hear no more
2 often than I hear yes is really the extent of what I
3 run into.

4 Q. Okay. So in other words, there's enough
5 business to go around; is that accurate?

6 A. Absolutely.

7 Q. In light of that, should Gentle Giant be
8 granted the authority for its application?

9 A. Absolutely.

10 Q. Okay. Do you have any personal
11 knowledge regarding the operations of Gentle Giant
12 or its owners?

13 A. Yes. I have used them for a number of
14 years. They are -- do you want me to elaborate or
15 should I just answer that question?

16 Q. Yes. It'd be great if you could
17 elaborate.

18 A. Okay. They are second to none in the
19 level of their customer service, their ability to
20 provide a service. They run from the truck to the
21 house. There's never a moment that a client has to
22 sit back and wonder if they're being taken care of
23 the right way. You know, nothing is more
24 infuriating to a client, who is paying for a
25 service, to find the people sitting around, you

LISA SATTERFIELD - EX. BY MS. HAMMONDS
1 know, talking in the back of the truck while their
2 stuff is sitting in their house.

3 So one of the reasons that I continue to
4 use Gentle Giants and refer them out without
5 reservations is time and time again I've been
6 present when they have been working and, even when
7 I'm not there, I always check back with my clients
8 to check and see how the service was with any
9 provider. And they get higher accolades than
10 anybody else that I can recommend. So I can send
11 five different vendors, I always get the best
12 feedback from Gentle Giants.

13 Q. Great. So if this Gentle Giant receives
14 the authority requested in their application, would
15 you refer moves to them?

16 A. Without reservation.

17 MS. TATE: I had a feeling that that was
18 going to be your answer. Those are all the
19 questions that I have. I'm going to turn it over to
20 Ms. Hammonds for any questions she might have here.

21 THE WITNESS: Okay.

22 EXAMINATION

23 BY MS. HAMMONDS:

24 Q. Good morning, Ms. Satterfield.

25 A. Hello.

LISA SATTERFIELD - EX. BY MS. HAMMONDS

Q. Hi. I only have one question. This is just for my own personal curiosity. Do you happen to remember that article? You had mentioned an article about the growth in the area.

A. I do. It just came out in the Charlotte Observer two days ago.

Q. Oh.

A. Would you like me to send -- you want me to send a copy of it to you?

Q. That's okay. I can find it. I just -- I like having those little -- those are great little statistics to have on point.

A. Yes.

MS. HAMMONDS: I appreciate that reference, but no further questions. Thank you.

THE WITNESS: Okay.

MS. TATE: Great. Ms. Satterfield, I have one more item for you before we wrap up.

THE WITNESS: Okay.

MS. TATE: I know Jack discussed this with you off the record as well, but you do have the opportunity to look at a draft of this deposition transcript and correct anything that might be in it. It's completely your choice; but generally speaking, I don't see the need to go back and read through it

LISA SATTERFIELD - EX. BY MS. HAMMONDS
all and correct any spelling errors you might have,
but that's means that you would be waiving that
opportunity today. And like I said, it's completely
up to you.

THE WITNESS: I am fine to waive any
reading or signing that would be offered to me.

MS. TATE: Okay. Great. Thank you, Ms.
Satterfield so much for your time today. We really
appreciate it and that's all we have for now.

THE WITNESS: Absolutely. Okay. And
let's see. If you have trouble finding that, if
you'll just reach back out to them, I'm happy to get
that to you if you can't find it for some reason.

MS. HAMMONDS: Okay. Awesome. I
appreciate that.

THE WITNESS: Absolutely. You guys have
a great day.

MS. TATE: You, too.

(The witness, after having been advised
of her right to read and sign this transcript,
waives that right.)

(The deposition was concluded at 10:18
a.m.)

CERTIFICATE OF REPORTER

I, Wanda K. Cecil, Certified Court Reporter and Notary Public for the State of South Carolina at Large, do hereby certify that the foregoing transcript is a true, accurate, and complete record.

I further certify that I am neither related to nor counsel for any party to the cause pending or interested in the events thereof.

Witness my hand, I have hereunto affixed my official seal this 3rd day of June, 2018 at Columbia, Richland County, South Carolina.



A handwritten signature in cursive script that reads "Wanda K. Cecil".

Wanda K. Cecil
Certified Court Reporter
My Commission expires
December 28, 2026

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